

EC'd Yes Last Received: 09/17/2012 2:08 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate# 1796
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1796
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS IS A NEW CONTRACT
TOTAL 41,100
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	WAVY NEWS-5A	:30	\$700.00	09/18-09/21	2	1	2	\$1,400.00	
	2	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	3	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	4	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	5	TU-F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	09/18-09/21	4	1	4	\$2,000.00	
	6	TU-F	10A-11A	TODAY SHW3-NBC	:30	\$400.00	09/18-09/21	4	1	4	\$1,600.00	
	7	TU-F	12P-1P	WAVY NEWS10-NN	:30	\$300.00	09/18-09/21	4	1	4	\$1,200.00	
	8	TU-F	530P-6P	WAVY10NWS-5.30	:30	\$1,500.00	09/18-09/21	1	1	1	\$1,500.00	
	9	TU-F	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	09/18-09/21	2	1	2	\$3,600.00	
	10	SU	6P-7P	WAVY NEWS10-6	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	11	TU-F	7P-730P	ENT TONIGHT 30	:30	\$1,500.00	09/18-09/21	1	1	1	\$1,500.00	

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Product SENATE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1796 Agency C/P1/P2/E 94/100/1796 Salesperson Phone# 215-567-6005
Buyer Spencer Wood Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

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	12	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$10,000.00	09/23-09/23	2	1	2	\$20,000.00	
	13	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	09/18-09/21	1	1	1	\$500.00	
	14	TU-F	1235A-135A	J FALLON-NBC<	:30	\$150.00	09/18-09/21	1	1	1	\$150.00	
	15	M	5A-6A	WAVY NEWS-5A	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	16	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	17	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	18	M	12P-1P	WAVY NEWS10-NN	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	19	M	6P-630P	WAVY NEWS10-6	:30	\$1,800.00	09/24-09/24	1	1	1	\$1,800.00	
	20	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	21	M	1235A-135A	J FALLON-NBC<	:30	\$150.00	09/24-09/24	1	1	1	\$150.00	

---REPORT TOTALS---
Report Totals: 33 / \$41,100.00

---SALES MONTHLY TOTALS---

Sep 12: 33 / \$41,100.00
Sales Totals: 33 / \$41,100.00

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Station Totals: 33 / \$41,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$100,244	CATV 0%	WAVY 41%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 3%	WVBT 13%	WVEC 30%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE